

# Digital Ad Rates

	Placement	Dimensions	Pricing (All rates are net)
<b>www.Impressionsmagazine.com</b> All placements serve ROS. Pricing based on 20% SOV. Retargeting programs available. Ask your rep for details.	Top Leaderboard	728x90 + 300x50	\$1,260/month
	Top Rectangle	300x250	\$1,260/month
	2nd Rectangle	300x600 or 300x250	\$1,485/\$980/month
	3rd Rectangle	300x250	\$765/month
	Anchor	728x90 + 300x50	\$765/month
<b>High Impact Placements</b> All High Impact Placements excluding Wallpaper serve once per unique per 24 hours.	Prestitial – Homepage	600x400	\$2,135/month
	Interstitial – ROS	600x400	\$2,135/month
	Sliding Billboard – Homepage	1000x30	\$2,340/month
	Wallpaper – Homepage or Section Front		\$2,135/month
<b>Impressions Newsletter</b> Newsletter deploys weekly.	Top Leaderboard	728x90	\$1,360 Includes 2 consecutive deployments
	First Row Rectangle	300x250	\$1,360 Includes 2 consecutive deployments
	Second Row Rectangle	300x250	\$1,090 Includes 2 consecutive deployments
	Anchor	728x90	\$865 Includes 2 consecutive deployments
<b>Impressions Insider eBlast</b> Sent to the entire Impressions eBlast audience.	Partner/Sponsorship	HTML file	\$7,500/eBlast
	Non-Partner/Sponsorship	HTML file	\$10,000/eBlast
<b>Custom eBlasts</b>	Partner eBlast	HTML file	\$210 CPM
	Non Partner eBlast	HTML file	\$415 CPM
	Additional Targets	HTML file	\$20 CPM
<b>Impressions Digital Edition</b> Print edition with added click-thru capabilities.	Mobile Browser		
	Logo	88x31	\$1,030/month
	A - Skyscraper Sponsor left-of-cover	190x783	\$2,090/month
	B - Skyscraper Sponsor right-of-cover	190x783	\$2,090/month
<b>Lead Generation &amp; Nurturing/            Account-Based Marketing</b>			See rep for details
<b>Retargeting Program</b>	Sponsorship	728x90 + 300x250 + 160x600 + 320x50	See rep for details
<b>Native Advertising</b>			\$2,500/month
<b>Social Media Programs</b>	Facebook, Instagram, LinkedIn, YouTube		See rep for details

All rich media ad units should be 3rd party served. Serving fees may apply if client/agency does not pay directly. Our ads are served through Dart for Publishers (DFP). Creative Delivery Deadline – 5 full Business days for Standard Media. 10 full business days for Rich Media and Video. Email all creative submissions to Ad Operations and Media Trafficking at: [creative@EmeraldX.com](mailto:creative@EmeraldX.com), please include IO.